

TO BREAK ALL RECORDS THIS WEEK

50 CENTS OFF THE DOLLAR

IS THE PRICE WE QUOTE FOR ANYTHING AND EVERYTHING IN OUR MAGNIFICENT STOCK.

LOOK THESE PRICES OVER CAREFULLY AND CONVINCE YOURSELF.

Why the People Flock to the Diamond Palace.

Because we carry a class of goods in which we have no competition whatsoever. Our line is entirely different from any other. We have been right here on Olive street for the past five years and everything is guaranteed just as we represent it.

What the Transvaal Gem Is

It is the nearest approach to a diamond ever discovered. Has no paste, foil or artificial backing and is absolutely guaranteed to retain its brilliancy, luster and fire forever, and is cleaned with soap and water, alcohol or ammonia, the same as a diamond.

Direct From the Pan-American Exposition.

We have purchased at an extremely low figure the stock of the Chihuahua Jewelry Co., which was on exhibition at the Pan-American Exposition. The stock consists of genuine turquoise, turquoise matrix, opals and opal matrix and baroque pearls. They are set in the dull rose gold which is now so fashionable. The designs are entirely old, unique and exclusive. The prices are very low and nothing can be bought for Xmas presents that is as handsome for anywhere near the small sum asked for these.

WATCHES.

A handsome line of fancy enameled Chatelaine Watches and a complete assortment of Solid Gold and Gold Filled Watches, with Elgin or Waltham movements, at actual cost.

Sole Agents for the Dura Pearls.

We have obtained the sole agency for this city of the celebrated Dura Pearls. They are a manufactured pearl from France, so perfect, so lustrous and beautiful that they are almost indistinguishable from the genuine, which are so high that few can own them. They are composed of fish-skin and silver. We have them in necklaces, ear-screws, scarf pins and rings. We invite the connoisseurs to inspect them, knowing they cannot resist them.



NO. 175.
Solitaire Ring, like cut, set with Transvaal gem or imitation ruby or emerald, worth \$2.00. This week only. \$1.00
The same in solid gold shell mounting, warranted 5 years. This week only. \$2.00



NO. 123.
Marquise ring, like cut, with emerald, ruby, pearl, opal, turquoise, sapphire and amethyst centers, surrounded with small Transvaal gems; solid gold shell mounting; warranted 5 years; worth \$3.00. This week only. \$1.50
The same in solid gold mounting, with choice selected Transvaal gems, open settings, regular diamond work; worth \$10.00. This week only. \$4.00



NO. 124.
Fifteen ring, like cut, with emerald, ruby, turquoise, pearl, sapphire, amethyst or opal centers, surrounded by small Transvaal gems; solid gold shell mounting; warranted 5 years; worth \$2.00. This week only. \$1.50
The same in solid gold mounting, choice selected Transvaal gems, open settings, regular diamond work; worth \$10.00. This week only. \$3.50



NO. 129.
Oral cluster ring, like cut, or round if preferred, with emerald, ruby, turquoise, sapphire, opal or amethyst center, surrounded by small Transvaal gems; solid gold shell mounting; warranted 5 years; worth \$2.00. This week only. \$1.50
The same in solid gold mounting, choice selected Transvaal gems, open settings, regular diamond work; worth \$10.00. This week only. \$3.50



NO. 205.
Magnificent Butterfly Brooch, like cut, set with genuine Hungarian Opal, emerald, ruby, turquoise or sapphire doublet, surrounded by small, perfect, flawless Transvaal Gems. In solid gold mounting, a cascade of a 120 Butterfly at Tiffany's in New York City. A real work of art, solid gold, worth \$20.00. This week only. \$13.00
A smaller Butterfly, exactly like cut above, solid gold mounting; worth \$10.00. This week only. \$7.50



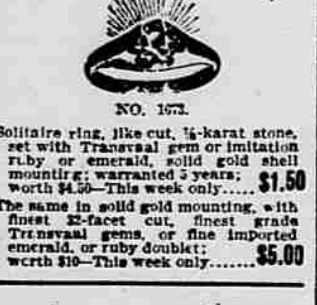
NO. 100.
Cluster Ring, like cut, with Emerald, Ruby or Turquoise centers, surrounded by small selected Transvaal Gems; open work; regular diamond setting in solid gold mounting; comes in three sizes: \$3.00 size, this week only. \$3.00
\$4.00 size, this week only. \$4.00
\$5.00 size, this week only. \$5.00
With Genuine Hungarian Opal Centers. \$5.00 size, this week only. \$4.00
\$10.00 size, this week only. \$5.00
\$12.50 size, this week only. \$6.50



NO. 167.
Gold-filled ring, like cut, set with Transvaal gem or imitation ruby or emerald, worth \$2.00. This week only. 75c
The same in solid gold, extra high-grade stone, worth \$3.00. This week only. \$3.00



NO. 221.
3-stone Gypsy set ring, like cut, 3 Transvaal gems of 2 rubies and gem or 2 gems and ruby, or gems and emeralds; solid gold shell mounting; warranted 5 years; worth \$4.50. This week only. \$1.50
The same in solid gold mounting, with choice selected Transvaal gems, open settings, regular diamond work; worth \$10.00. This week only. \$4.00



NO. 172.
Solitaire ring, like cut, 1-karat stone, set with Transvaal gem or imitation ruby or emerald, solid gold shell mounting; warranted 5 years; worth \$4.50. This week only. \$1.50
The same in solid gold mounting, with choice selected Transvaal gems, open settings, regular diamond work; worth \$10.00. This week only. \$4.00



NO. 187.
Solitaire Transvaal gem ring, like cut, or set with imitation emerald or ruby, in solid gold shell mounting; warranted 5 years; worth \$4.50. This week only. \$1.50
The same in solid gold mounting, with choice selected Transvaal gems, open settings, regular diamond work; worth \$10.00. This week only. \$4.00



NO. 152.
Solitaire Transvaal gem ring, like cut, with engraved band, or with ruby, solid gold shell mounting; warranted 5 years; engraved band. This week only. \$1.50
The same in solid gold, our very best cut stone, solid gold mounting; worth \$10.00. This week only. \$6.00



NO. 227.
Large Marquise ring, like cut, with emerald, ruby, turquoise or opal center, surrounded by small selected Transvaal gems of finest quality; open settings; regular diamond work; the best Marquise ring we have ever offered; solid gold mounting; worth \$15.00. This week only. \$7.50



NO. 201.
Brooch, like cut, set with Transvaal Gem of fine quality, a beauty, very brilliant, the gold-filled mounting; worth \$4.50. This week only. \$1.50



NO. 228.
Fine Sunburst Brooch, like cut, set with choice selected Transvaal gems; every stone a beauty; a most effective brooch; very fine gold-filled setting; worth \$10.00. This week only. \$3.00



NO. 229.
Drop Ear Rings. Screw Ear Rings. Solitaire Transvaal Gem Earrings, like cut, in screws or drops. These are stones of the highest quality, 23-carat cut, brilliant and in fine and well cut. The nearest approach in the world to a genuine diamond. SOLD GOLD mounting; at the following remarkably low prices, this week only: 1/2 karat. \$1.50 1/4 karat. \$1.00 1/8 karat. \$0.50 1/16 karat. \$0.25 1/32 karat. \$0.125 1/64 karat. \$0.0625 1/128 karat. \$0.03125 1/256 karat. \$0.015625 1/512 karat. \$0.0078125 1/1024 karat. \$0.00390625 1/2048 karat. \$0.001953125 1/4096 karat. \$0.0009765625 1/8192 karat. \$0.00048828125 1/16384 karat. \$0.000244140625 1/32768 karat. \$0.0001220703125 1/65536 karat. \$0.00006103515625 1/131072 karat. \$0.000030517578125 1/262144 karat. \$0.0000152587890625 1/524288 karat. \$0.00000762939453125 1/1048576 karat. \$0.000003814697265625 1/2097152 karat. \$0.0000019073486328125 1/4194304 karat. \$0.00000095367431640625 1/8388608 karat. \$0.000000476837158203125 1/16777216 karat. \$0.0000002384185791015625 1/33554432 karat. \$0.00000011920928955078125 1/67108864 karat. \$0.000000059604644775390625 1/134217728 karat. \$0.0000000298023223876953125 1/268435456 karat. \$0.00000001490116119384765625 1/536870912 karat. \$0.000000007450580596923828125 1/1073741824 karat. \$0.0000000037252902984619140625 1/2147483648 karat. \$0.00000000186264514923095703125 1/4294967296 karat. \$0.000000000931322574615478515625 1/8589934592 karat. \$0.0000000004656612873077392578125 1/17179869184 karat. \$0.00000000023283064365386962890625 1/34359738368 karat. \$0.000000000116415321826934814453125 1/68719476736 karat. \$0.0000000000582076609134674072265625 1/137438953472 karat. \$0.00000000002910383045673370361328125 1/274877906944 karat. \$0.000000000014551915228366851806640625 1/549755813888 karat. \$0.0000000000072759576141834259033203125 1/1099511627776 karat. \$0.00000000000363797880709171295166015625 1/2199023255552 karat. \$0.000000000001818989403545856475830078125 1/4398046511104 karat. \$0.0000000000009094947017729282379150390625 1/8796093022208 karat. \$0.00000000000045474735088646411895751953125 1/17592186044416 karat. \$0.000000000000227373675443232059478759765625 1/35184372088832 karat. \$0.0000000000001136868377216160297393798828125 1/70368744177664 karat. \$0.00000000000005684341886080801486968994140625 1/140737488355328 karat. \$0.000000000000028421709430404007434844970703125 1/281474976710656 karat. \$0.0000000000000142108547152020037174224853515625 1/562949953421312 karat. \$0.00000000000000710542735760100185871124267578125 1/1125899906842624 karat. \$0.0000000000000035527136788005009293556213390625 1/2251799813685248 karat. \$0.00000000000000177635683940025046467781066953125 1/4503599627370496 karat. \$0.0000000000000008881784197001252323389053349765625 1/9007199254740992 karat. \$0.0000000000000004440892098500626161694526674878125 1/18014398509481984 karat. \$0.00000000000000022204460492503130808472633374390625 1/36028797018963968 karat. \$0.000000000000000111022302462515654042363166871953125 1/72057594037927936 karat. \$0.00000000000000005551115123125782702118158333489765625 1/144115188075855872 karat. \$0.00000000000000002775557561562891351059079166744878125 1/288230376151711744 karat. \$0.000000000000000013877787807814456755295395833724390625 1/576460752303423488 karat. \$0.0000000000000000069388939039072283776476979168621953125 1/1152921504606846976 karat. \$0.00000000000000000346944695195361418882384895843109765625 1/2305843009213693952 karat. \$0.00000000000000000173472347597680709441192447921548828125 1/4611686018427387904 karat. \$0.000000000000000000867361737988403547205962239609744140625 1/9223372036854775808 karat. \$0.0000000000000000004336808689942017736029811198048720703125 1/18446744073709551616 karat. \$0.00000000000000000021684043449710088680149055990243603515625 1/36893488147419103232 karat. \$0.000000000000000000108420217248550443400745279951218017578125 1/73786976294838206464 karat. \$0.000000000000000000054210108624275221700372639975609008890625 1/147573952589676412928 karat. \$0.0000000000000000000271050543121376108500186319987804544453125 1/295147905179352825856 karat. \$0.00000000000000000001355252715606880542500931599939022722265625 1/590295810358705651712 karat. \$0.000000000000000000006776263578034402712504657999695113611328125 1/1180591620717411303424 karat. \$0.0000000000000000000033881317890172013562523289998475568056640625 1/2361183241434822606848 karat. \$0.00000000000000000000169406589450860067812616449992377784028125 1/4722366482869645213696 karat. \$0.000000000000000000000847032947254320339063082249961888920140625 1/9444732965739290427392 karat. \$0.000000000000000000000423516473627160169531541124980944460078125 1/18889465931478580854784 karat. \$0.0000000000000000000002117582368135800847657705624904722300390625 1/37778931862957161709568 karat. \$0.00000000000000000000010587911840679004238288528124523611501953125 1/75557863725914323419136 karat. \$0.000000000000000000000052939559203395021191442640622618057509765625 1/151115727451828646838272 karat. \$0.0000000000000000000000264697796016975105957213203113092875048828125 1/302231454903657293676544 karat. \$0.000000000000000000000013234889800848755277860664015654643750244140625 1/604462909807314587353088 karat. \$0.0000000000000000000000066174449004243776389303320078273218751220703125 1/1208925819614629174706176 karat. \$0.0000000000000000000000033087224502121888194651660039136609375611328125 1/2417851639229258349412352 karat. \$0.0000000000000000000000016543612251060944097325830019568304687806640625 1/4835703278458516698824704 karat. \$0.00000000000000000000000082718061255304720486629150097841523439033203125 1/9671406556917033397649408 karat. \$0.00000000000000000000000041359030627652360243314575048920767195166015625 1/19342813113834066795298816 karat. \$0.0000000000000000000000002067951531382618012165728752446038359783306640625 1/38685626227668133590597632 karat. \$0.00000000000000000000000010339757656913090060828643762230191798916533203125 1/77371252455336267181195264 karat. \$0.000000000000000000000000051698788284565450304143218811150958994582666015625 1/154742504910672534362390528 karat. \$0.00000000000000000000000002584939414228272515207160940557549499729133306640625 1/309485009821345068724781056 karat. \$0.000000000000000000000000012924697071141362576035804702787747498645666533203125 1/618970019642690137449562112 karat. \$0.0000000000000000000000000064623485355706812880179023513938737493228332666015625 1/1237940039285380274899124224 karat. \$0.0000000000000000000000000032311742677853406440089511756969368746614166533203125 1/2475880078570760549798248448 karat. \$0.00000000000000000000000000161558713389267032200447558784846843733070832666015625 1/4951760157141521099596496896 karat. \$0.000000000000000000000000000807793566946335161002237793924234218663537163306640625 1/9903520314283042199192993792 karat. \$0.000000000000000000000000000403896783473167580501118896962117333176858163306640625 1/19807040628566084398385987584 karat. \$0.000000000000000000000000000201948391736583790250559448483108666588429283306640625 1/39614081257132168796771975168 karat. \$0.00000000000000000000000000010097419586829189512527972424155433329421466653306640625 1/79228162514264337593543950336 karat. \$0.0000000000000000000000000000504870979341459475626398621207771666471073332666015625 1/158456325028528675187087900672 karat. \$0.00000000000000000000000000002524354896707297378131993106038883353553666653306640625 1/316912650057057350374175801344 karat. \$0.00000000000000000000000000001262177448353648689065996553016944167677683332666015625 1/633825300114114700748351602688 karat. \$0.00000000000000000000000000000631088724176824344532998276500847208838841666653306640625 1/1267650600228229401496703205376 karat. \$0.0000000000000000000000000000031554436208841217226649913775004040441942083332666015625 1/2535301200456458802993406410752 karat. \$0.0000000000000000000000000000015777218104420608613324956887500202020971041666653306640625 1/5070602400912917605986812821504 karat. \$0.0000000000000000000000000000007888609052210304306662478443750010104855208332666015625 1/10141204801825835211973625643008 karat. \$0.0000000000000000000000000000003944304526105152153331239222187500505242761666653306640625 1/20282409603651670423947251286016 karat. \$0.000000000000000000000000000000197215226305257607666561961109375002526213808332666015625 1/40564819207303340847894502572032 karat. \$0.0000000000000000000000000000000986076131526288038333289805546875001263119041666653306640625 1/81129638414606681695789005144064 karat. \$0.00000000000000000000000000000004930380657631440191666449027734375000631595208332666015625 1/162259276829213363391578010288128 karat. \$0.000000000000000000000000000000024651903288157200958332245138671875000315976041666653306640625 1/324518553658426726783156020576256 karat. \$0.00000000000000000000000000000001232595164407860047916661225693393750001579880208332666015625 1/649037107316853453566312041152512 karat. \$0.0000000000000000000000000000000061629758220393002395833061284669687500007899401041666653306640625 1/1298074214633706907132624082305024 karat. \$0.000000000000000000000000000000003081487911019650119791653064233484375000039497005208332666015625 1/2596148429267413814265248164610048 karat. \$0.00000000000000000000000000000000154074395550982505989582653211674218750000197485026041666653306640625 1/5192296858534827628530496329220096 karat. \$0.0000000000000000000000000000000007703719777549125299479132660583710937500000987425130208332666015625 1/103845